

INNOVATION DISTRICTS

The Nexus Between Innovation, Inclusion, and Quality Places

Providence, RI

May 1, 2017

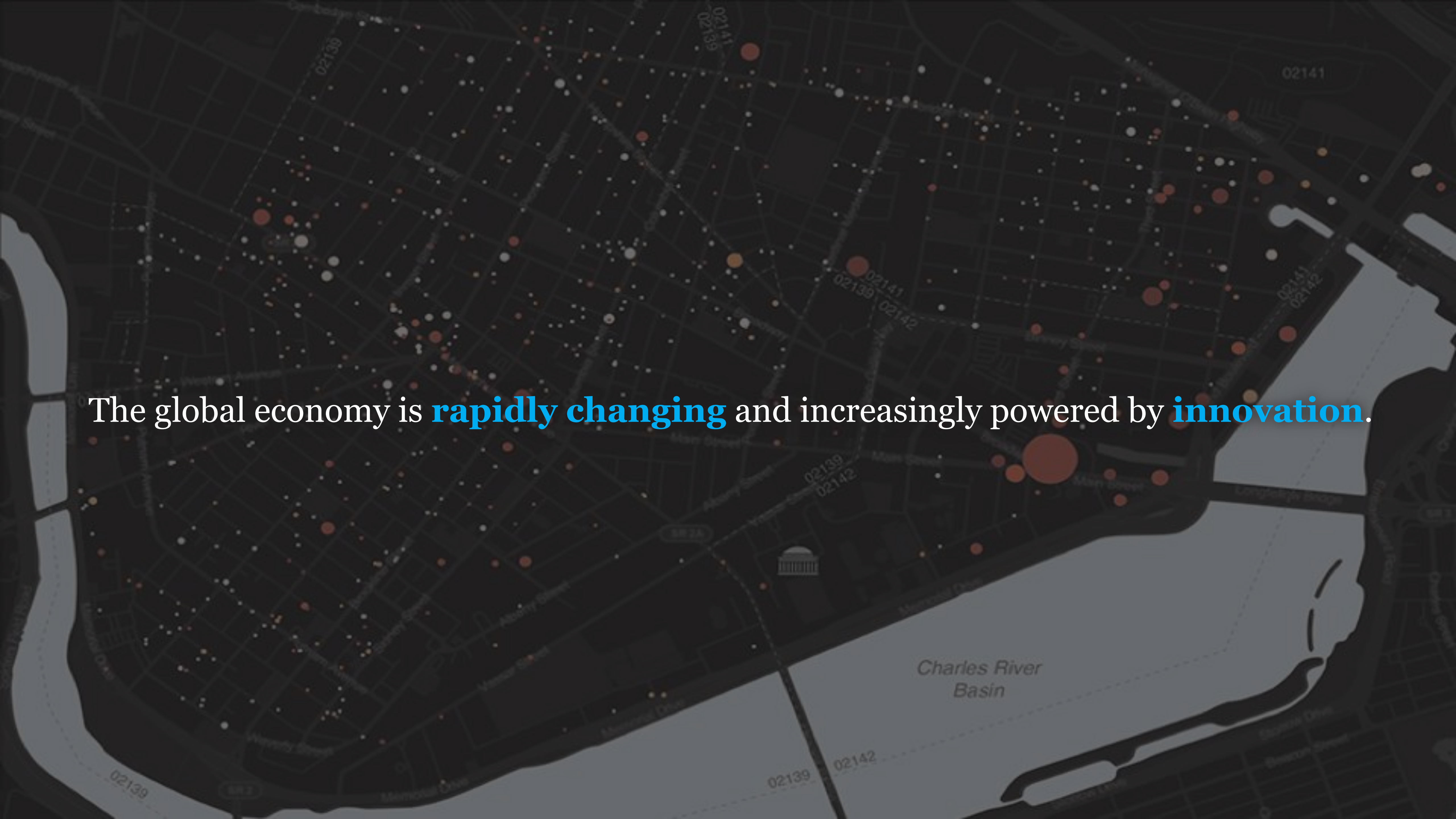
Anne T. and Robert M.
BASS INITIATIVE ON INNOVATION AND PLACEMAKING

BROOKINGS



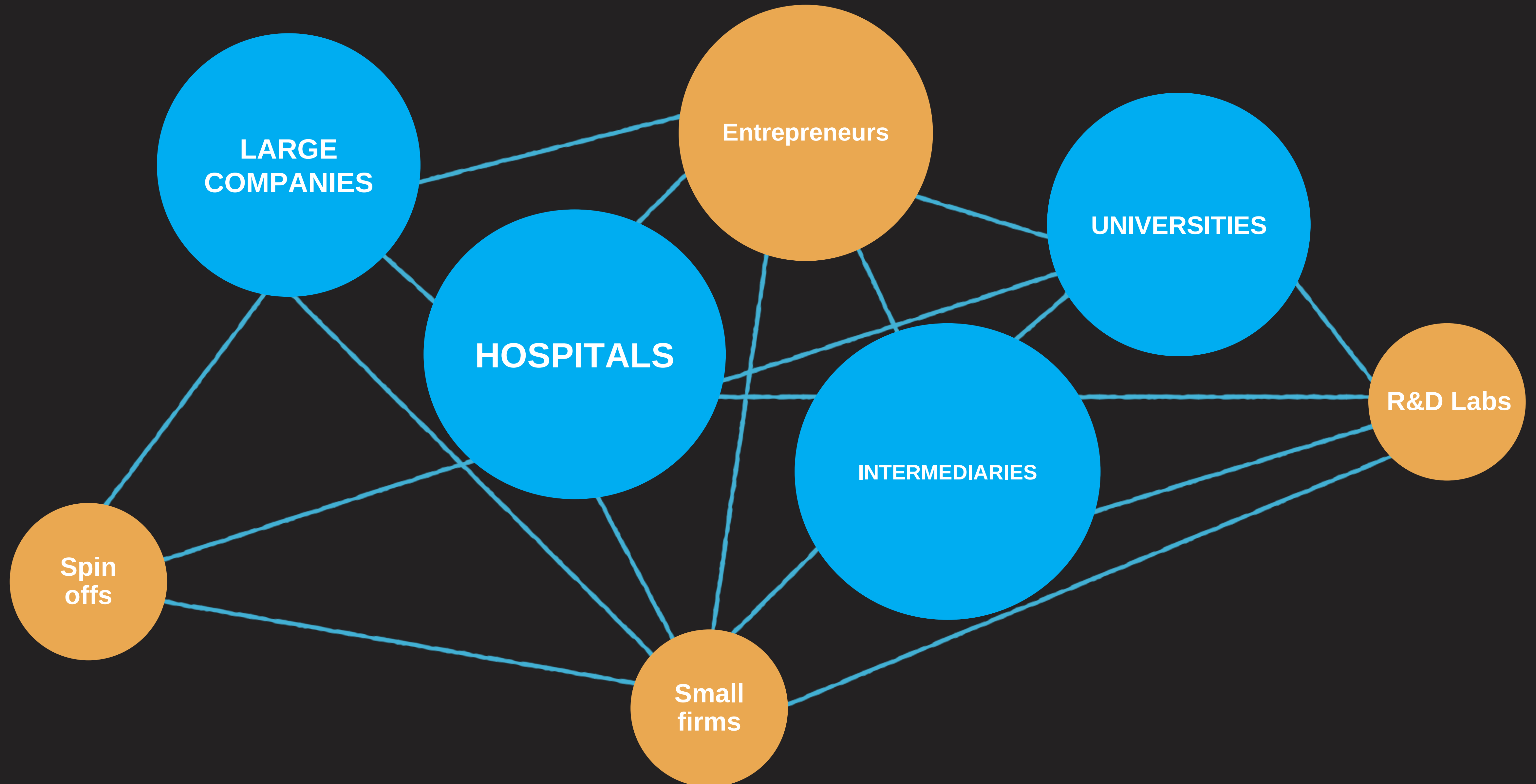
THE RISE OF INNOVATION DISTRICTS

the **geography of innovation** is shifting.



The global economy is **rapidly changing** and increasingly powered by **innovation**.

Innovation processes increasingly demand **collaboration**.





Companies are moving to be near **other firms** and **talented people**.



Fairfield Connecticut



Boston Seaport



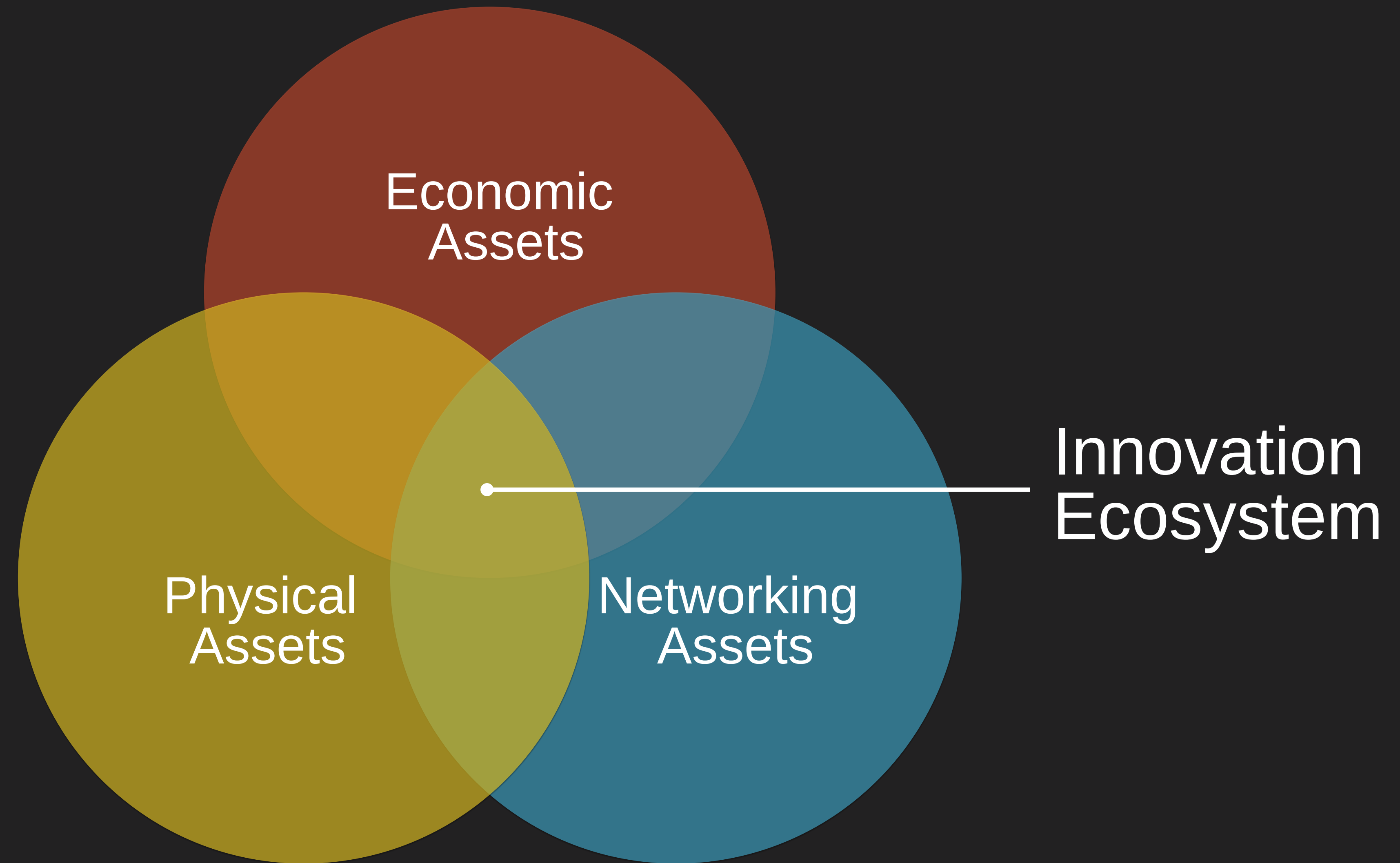
And people are demanding great places to **live, work, and play.**

Innovation District

In·no·va·tion
Dis·trict

Geographic area where anchor institutions and companies cluster and connect with small firms, start-ups, business incubators and accelerators.

Physically compact, transit-and broadband-accessible, they offer mixed-use housing, office and retail.





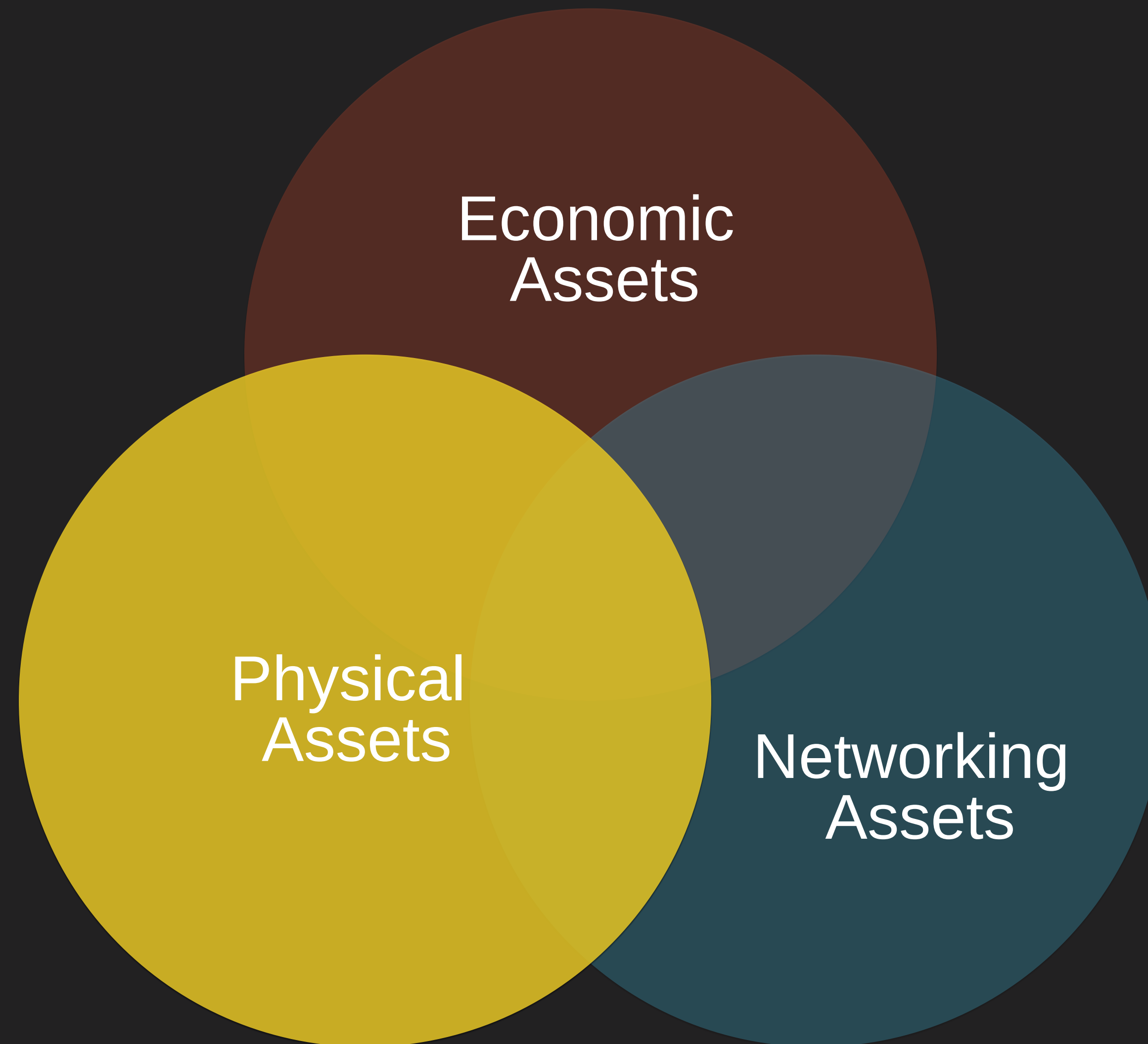
Economic
Assets

Economic Assets

High-value, research-oriented firms

Highly creative fields

Small-batch manufacturing



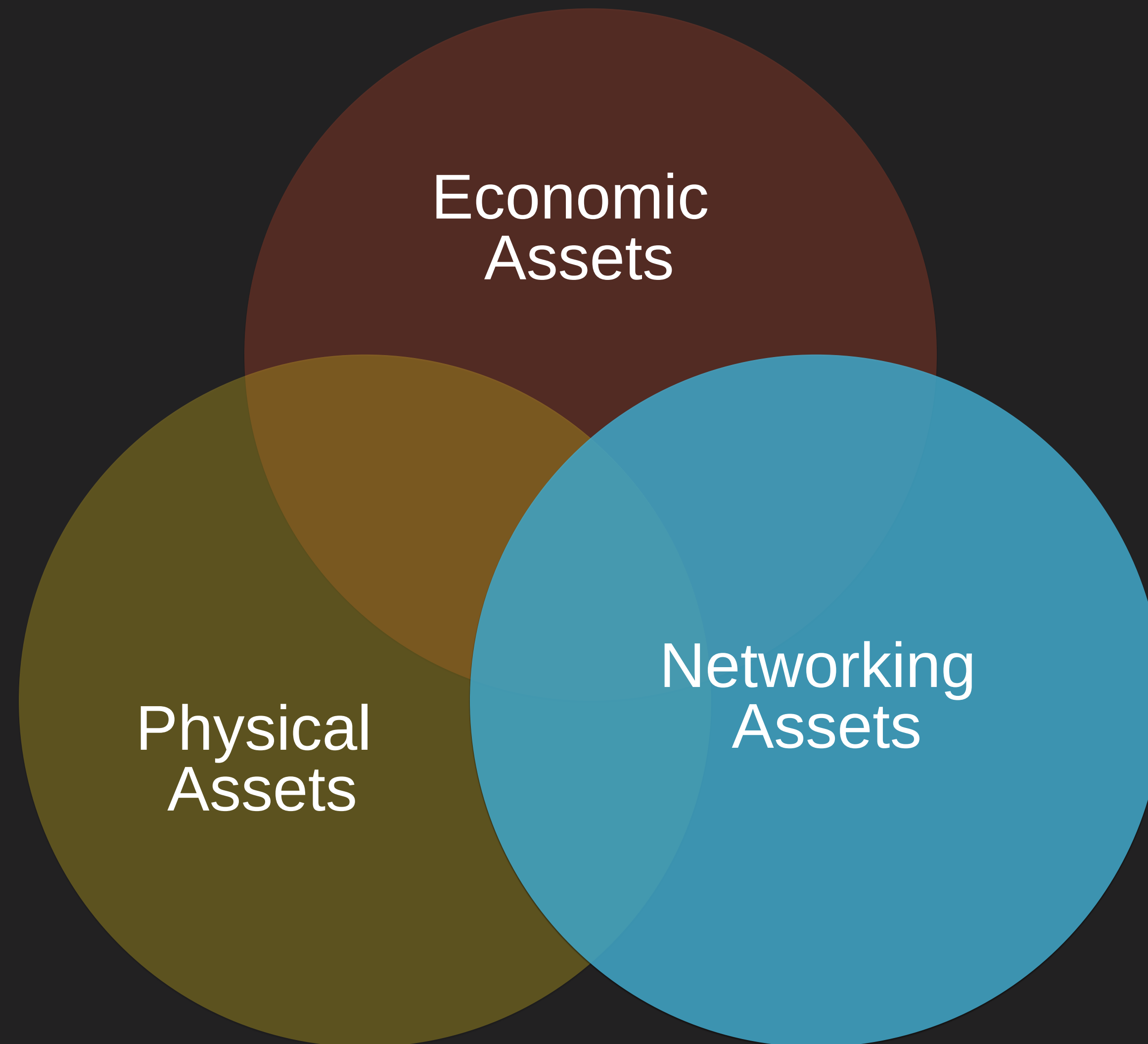
Physical Assets



Physical
Assets



Source: Gustav Hoiland





Networking
Assets



Weak ties: Networking breakfasts at 22@Barcelona



N3RD Street:
Philadelphia



Pike Place Market:
Seattle



Station North:
Baltimore

TEMPLE
UNIVERSITY

FISHTOWN
NORTHERN
LIBERTIES
OLD CITY

UNIVERSITY
CITY

CENTER CITY

LOWER
SCHUYLKILL

NAVY
YARD

Image Landsat

Google earth

A NEW URBAN PARADIGM

Where **innovation**, **place**, and **inclusion** are tightly bound,
cities will strengthen their existing ecosystem of assets.

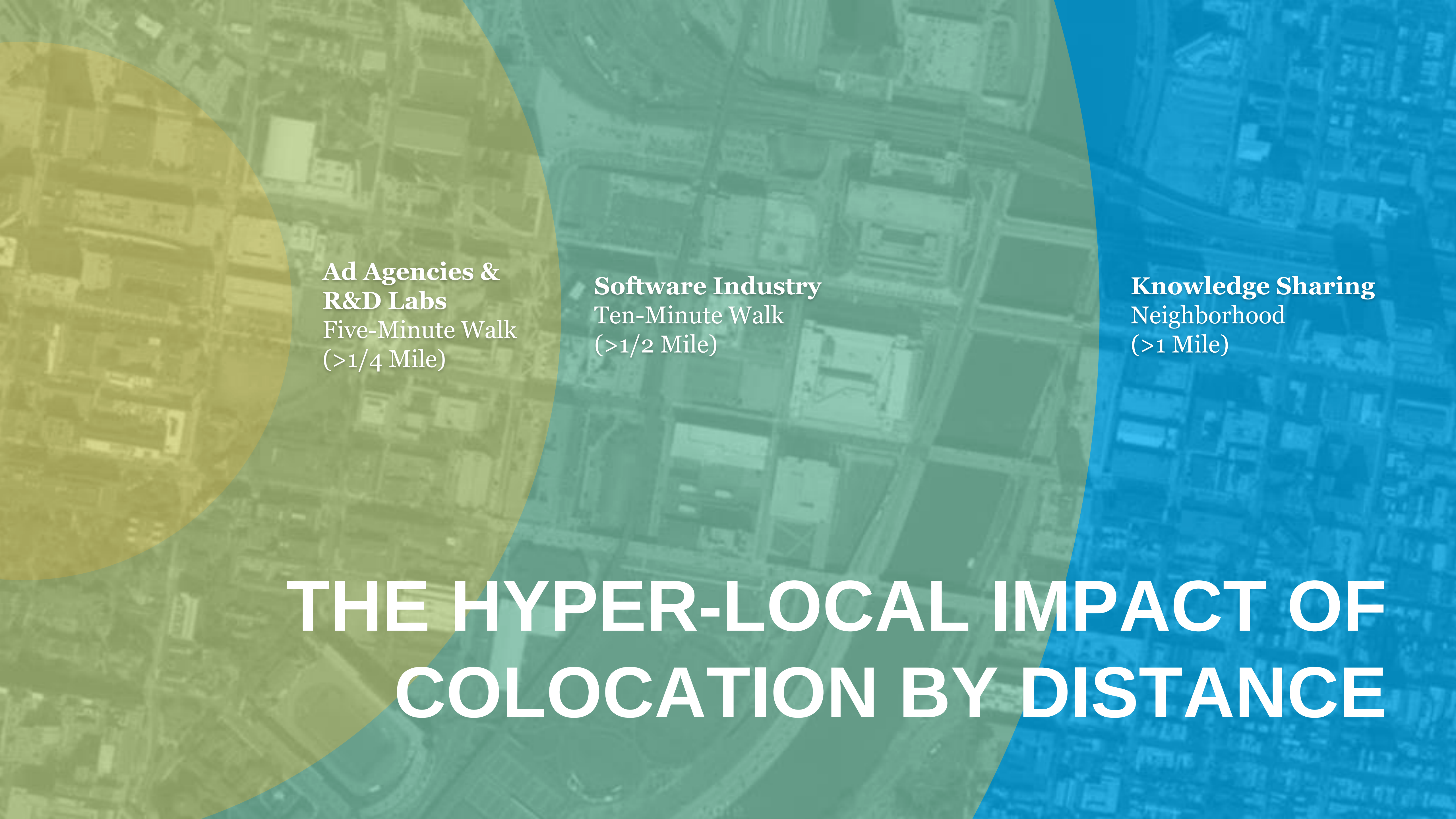


Knowledge Sharing
Neighborhood
(>1 Mile)

Labor Pooling
Metropolitan Area
(<40 Miles)

Supplier Network
Regional Area
(<100 Miles)

THE IMPACT OF COLOCATION BY DISTANCE



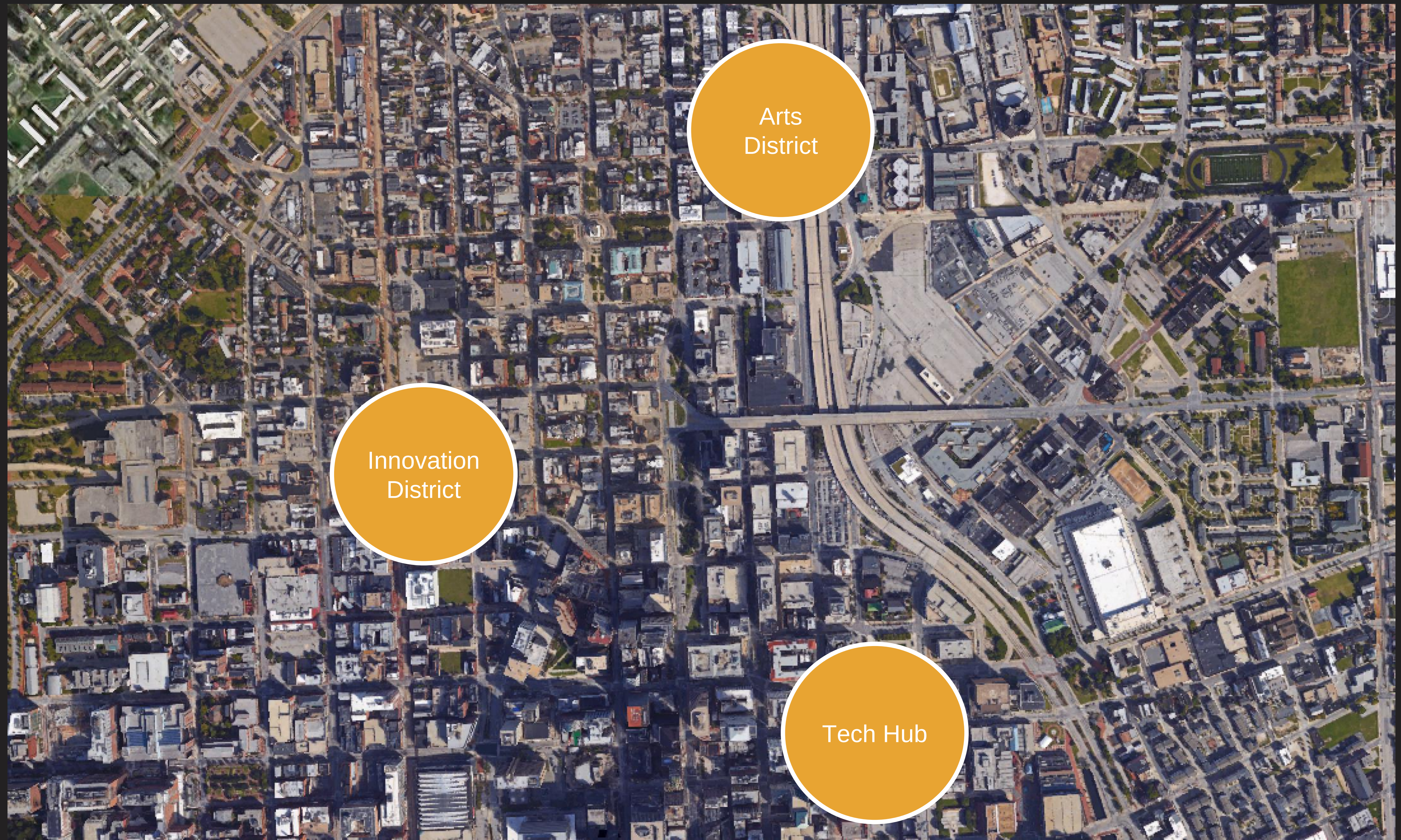
**Ad Agencies &
R&D Labs**
Five-Minute Walk
($>1/4$ Mile)

Software Industry
Ten-Minute Walk
($>1/2$ Mile)

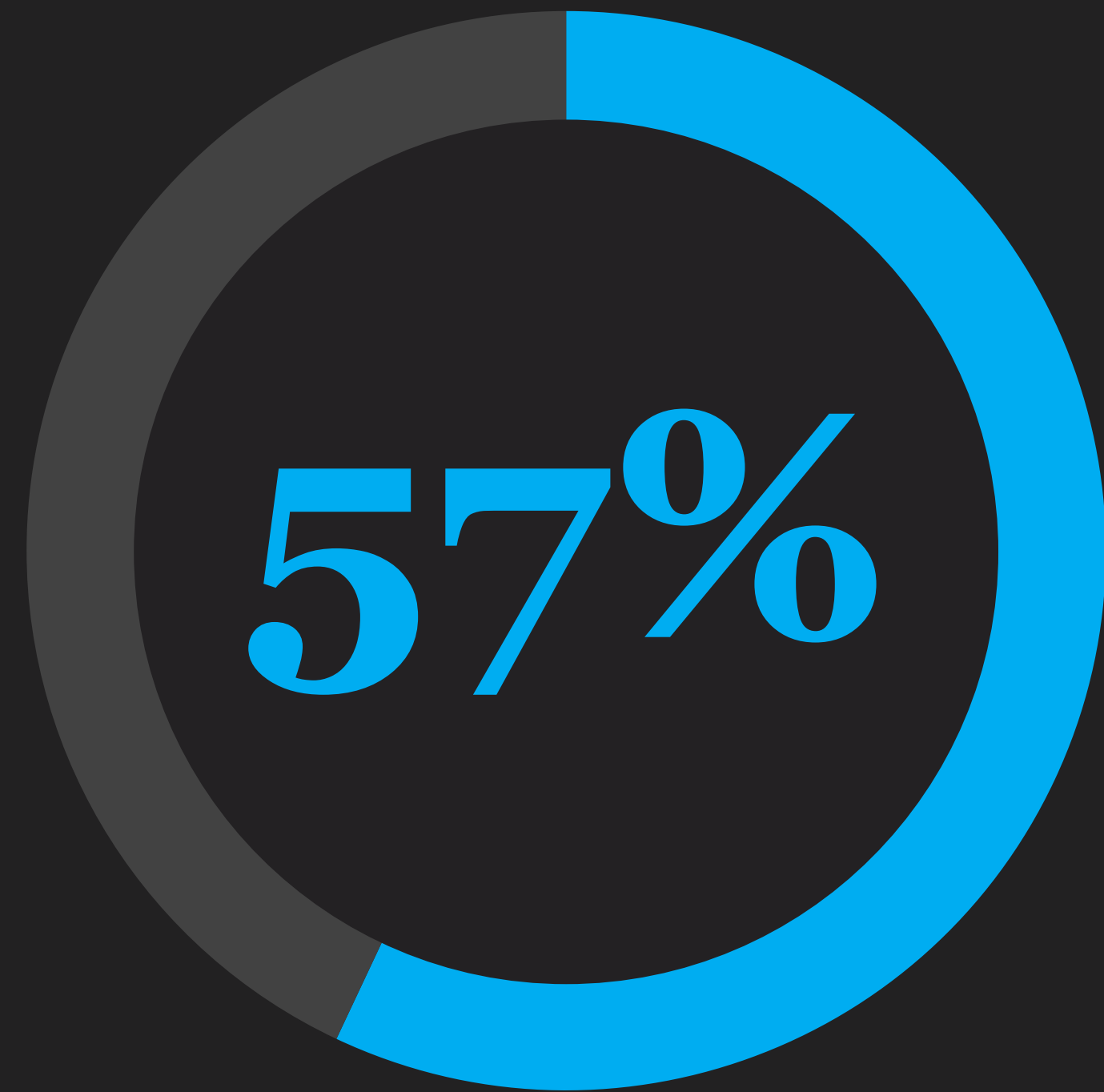
**Knowledge Sharing
Neighborhood**
(>1 Mile)

THE HYPER-LOCAL IMPACT OF COLOCATION BY DISTANCE

The **hyper local** is thus becoming more valued,



offering opportunities to intentionally **connect local communities** to the innovation economy.



*of PHL district jobs require
less than a 4-year degree*

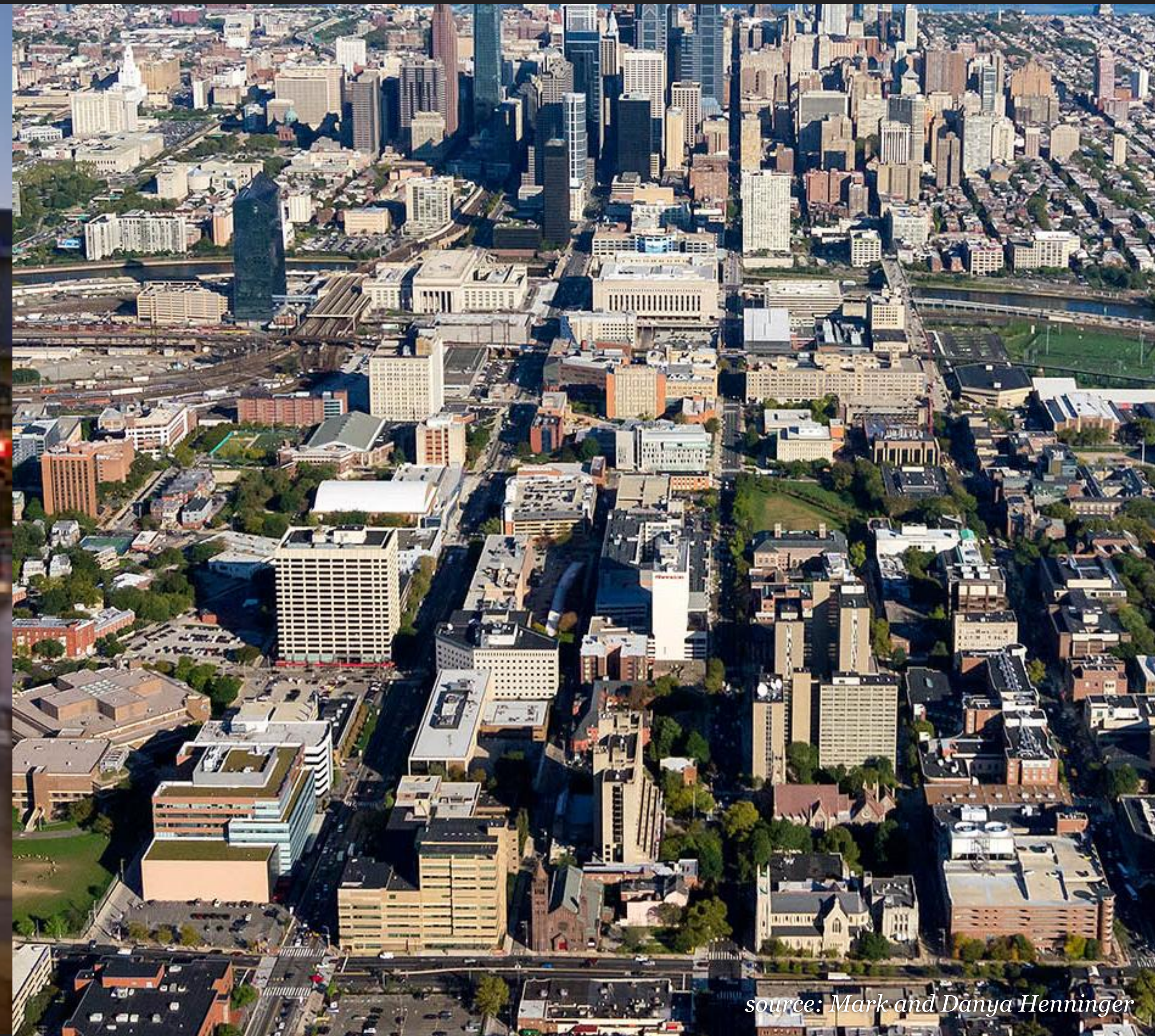


This is manifesting in numerous ways...

corporate research centers relocating near a top engineering school,



a **dense concentration of anchor assets** located very close to downtown,



an anchor-based **energy and health district** close to a growing **commercial corridor**,



OKLAHOMA CITY, OK



an **entrepreneurial district** spearheaded by a **public utility**,



CHATTANOOGA, TN

source: Enterprise Center



source: Enterprise Center

a **legacy downtown** reimagined as clusters of **entrepreneurship**,



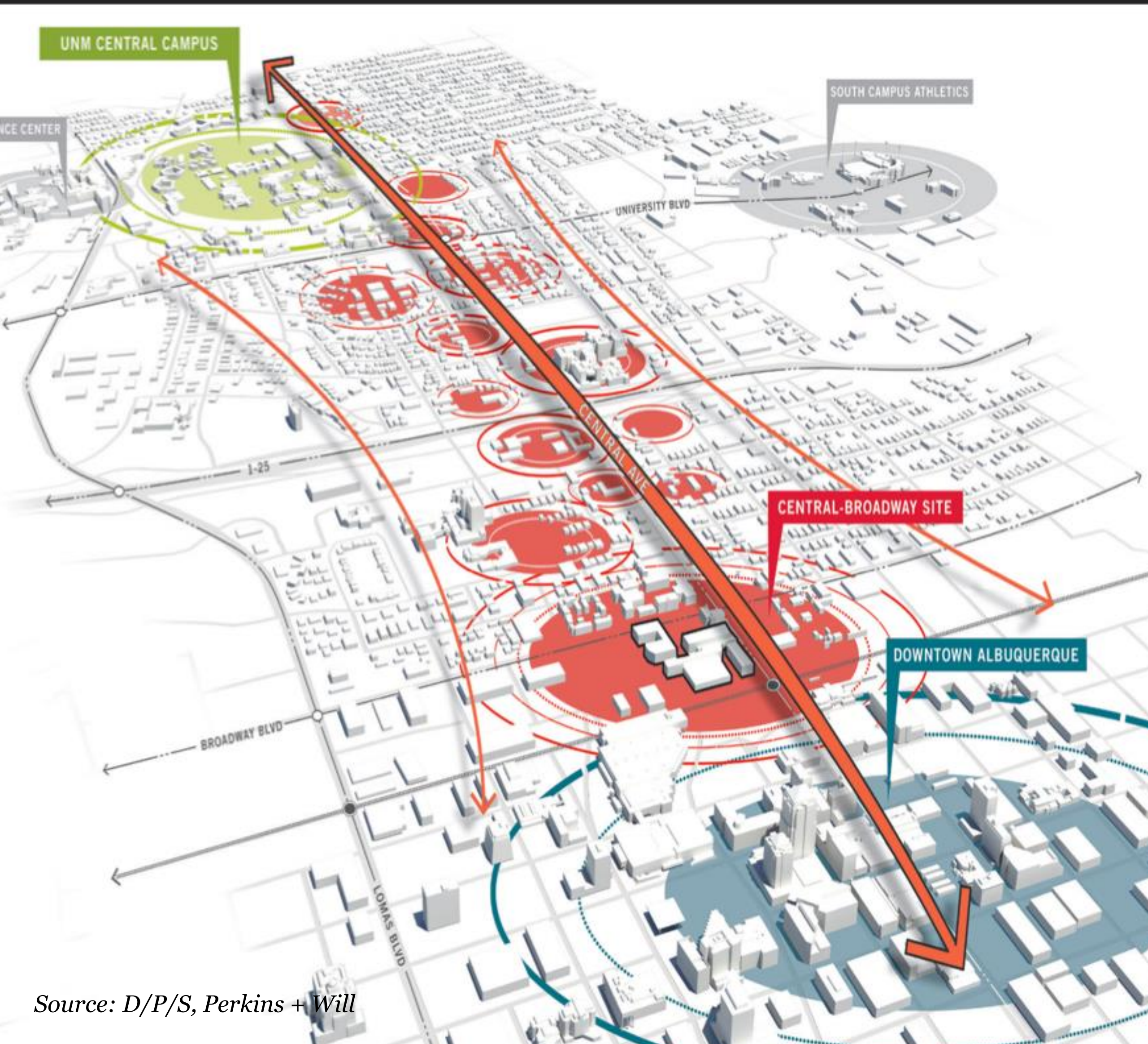
source: The Madison Block



source: Rock Venture Family of Companies

DETROIT, MI

a **connected corridor** anchored by a new research and innovation **hub**,



Source: D/P/S, Perkins + Will



MAKING IT HAPPEN

How can the stakeholders support an **innovation ecosystem**?

Create a **network** of key leaders, institutions, firms, and intermediaries.



CHATTANOOGA, TN



BOSTON, MA

Audit your assets to determine your strengths.



LOUISVILLE, KY



INDIANAPOLIS, IN

Develop **game-changing strategies** that build on your assets, including
relocating key institutions,



BUENOS AIRES, ARGENTINA



PHOENIX, AZ

establishing the city as a test bed for new technologies,



PITTSBURGH, PA



COLUMBUS, OH

ensuring risk capital is accessible,



MASSCHALLENGE



NEWARK VENTURES PARTNERS

identifying methods of retaining and connecting talent



PHILADELPHIA, PA



intentionally linking anchor institutions to the regional economy,



STOCKHOLM, SWEDEN



CHICAGO, IL

and **repurposing and remaking** underutilized land and buildings.



INDIANAPOLIS, IN



LOS ANGELES, CA

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